



# EINI KÄRKKÄINEN

Passionate about leveraging data and technology to drive strategic insights and improve organizational performance. Fascinated by the intersection of innovation and business, with a strong emphasis on understanding how data-driven solutions can create sustainable value and shape the future of industries

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[Portfolio](#)

[LinkedIn](#)

## Education

### Bachelor of Business Administration

Geneva Business School  
2022–2025

### Data Analytics Professional Certificate

Coursera (Google)  
2024

## Expertise

SQL  
Tableau & Power BI  
R  
Excel

## Languages

Finnish – Mother tongue  
English – Highly proficient  
French – Conversational  
Russian – Highly proficient

## About me

### Nature enthusiast

- Skiing, swimming, figure ice skating

### Sports lover

- Ice hockey, rally, F1

### Art devotee

- Artist in free time

## Work Experience

2023

### Sales Advocate

GemGenève

- Analyzed client acquisition trends to identify key demographics, achieving a 20% increase in outreach efficiency and resulting in 40 new UHNWI and HNWI clients in 3 days.
- Used CRM data to enhance customer loyalty programs, maintaining the loyalty of over 10 existing customers through targeted strategies.
- Collaborated with the marketing team to assess campaign effectiveness, identifying data-driven insights that contributed to a 15% increase in client engagement and higher conversion rates.

2023

### Sales & Administrative Assistant

Bee'z Solutions

- Conducted data analysis on customer interactions, resulting in a 50% success rate for contract conversions
- Analyzed revenue streams and implemented data-backed strategies that led to a 25% increase in revenue.
- Processed and analyzed over 250 client requests, developing actionable insights that supported the acquisition of 50 new clients within 3 months.

2022

### Business Development Representative

Fin-Terpuu Oy

- Performed data-driven assessments of sales activities, increasing sales revenue by 10% in Q3 by identifying and nurturing high-value leads through targeted outreach.
- Analyzed client data to drive a 15% expansion in the client base, acquiring 30 new accounts through insights gained from personalized demo performance.
- Improved conversion rates by 10% by using data analytics to refine follow-up strategies and providing actionable insights for the sales team.

## Additional Experience

**Volunteer –** Global Shapers, Geneva Hub (2023 – 2024)

### Projects

#### Puffcycle:

- Over 1.000 vapes collected and recycled in one day
- Successful 3 new partnerships with organisations

#### Geneva Lake Clean-Up:

- Over 20kg worth of trash collected

**Women in Big Data –** Member

**Women in Digital Switzerland –** Member